



Virginia Green Events



Profile:

Boardwalk Art Show & Festival



June 18-21, 2009
Virginia Beach Boardwalk
Virginia Beach, Virginia



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green Events* have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Boardwalk Art Show & Festival

During Father's Day weekend, approximately 320 local and international artists bring together their perspectives, virtuoso skills and more than 20,000 original works of art—including paintings, sculpture, ceramics, jewelry, fiber art, fine glass, woodwork, mixed media and photography- to the Virginia Beach boardwalk. From functional to surreal, witty to the elegantly decorative, these one-of-a-kind and limited edition art works form an unparalleled collection that can only be seen once a year.

Green Statement: "To celebrate our environmentally proactive artists, our 2009 artist application will ask artists how much material they use in their work (or in the process) that is recycled, eco-friendly or organic. These artists will receive special recognition during the art show and receive special discounts and offers from the museum and our sponsors."

CORE ACTIVITIES for all *Virginia Green Events*

“☑” This symbol indicates a required activity for Virginia Green Events. Virginia Green participants *self-certify* that these activities are in place, and they provide additional specifics on other activities. Visitors to the Bedford County Farm Tour 2008 can expect the following *green practices*:

- ☑ **Recycling & Waste Reduction.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Recycling Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, & Cardboard
 - Composting of food & other compostable items

☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.

- Disposable cups, containers, and cutlery that are from bio-based materials, are recyclable, are made of recycle content, or are compostable

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!

- Using electronic registration, correspondence, and forms
- Brochures and other printed items are printed using soy based inks on recycled content paper

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.

- Contracting for environmentally-friendly, portable restrooms
- Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes
- Encouraging mass-transit and/or carpooling to our event
- Serving food items that are sustainable, organic, and locally-grown
- Using non-bleached napkins or maintain a supply of cloth napkins.
- Serve water in pitchers and glassware instead of bottles or consider bulk sodas, etc.
- The City of Virginia Beach is a strong advocate of the green initiative. They have partnered with a recycling company for all oceanfront events to utilize



☒ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event.

- Posting web-link to the Virginia Green Events webpage
- Creating a green event section on the event webpage highlighting our green activities
- Posting signs at registration which lists all of the event’s green activities
- Using the Virginia Green logo on signs and at recycling centers

For more information about the Boardwalk Art Show & Festival, visit www.cacv.org or contact Tiffany Russell at tiffany@cacv.org or 757-425-0000 ext. 20.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen and click on “Events” for a more on green events. Or you can go to www.VirginiaGreenTravel.org.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

